

ProConnect

Propane Industry Partner Program for Factory-Built Homes



NEW PARTNER KIT



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Welcome to ProConnect, an exciting, new cooperative marketing program designed to promote propane and propane appliances, as well as factory-built housing throughout New England. ProConnect is sponsored by the Propane Education and Research Council (PERC) and the Propane Gas Association of New England (PGANE). ProConnect supports the business objectives and marketing needs of propane retailers, propane appliance manufacturers and distributors, and factory-built home manufacturers serving the New England market. Through ProConnect, you will be able to:

- Increase your company's visibility among important players in the factory-built housing community and potential home buyers through ProConnect's website and other program communications.
- Gain valuable access to "energy" decision-makers among modular home builders, retailers, and contractors through ProConnect's website resources, marketing programs, and ProConnect-sponsored events.
- Grow your customer base and save money by taking advantage of special rebates, discounts, and incentives offered through ProConnect or promote your own special offers through ProConnect's marketing channels.
- Save time and money while building your business by taking advantage of ProConnect's "turnkey" marketing resources including customizable print advertising, direct marketing, and marketing collateral.
- Keep informed of important industry developments through the latest case studies, research papers, and news articles, as well as continuing education courses.

ProConnect Program Focus

ProConnect brings together propane retailers, appliance manufacturers and equipment distributors, and factory-built home manufacturers, enabling them to leverage their marketing resources to most effectively target the factory-built housing industry.

Key marketing components:

- Co-op advertising and direct mail
- Email marketing
- Dedicated website for program participants
- Customized sales support materials

Key areas of emphasis:

- Green building
- Water heaters (tank and tankless)
- Fireplaces
- Cooktops
- Underground tanks

Key messages:

- Propane and factory-built homes are an attractive option for "green building"
- Propane provides better efficiency and value options than other energy options
- Factory-built homes are a viable, high-value alternative to site-built homes
- Propane enables "lifestyle" amenities such as gas fireplaces and cooktops
- Factory-built homes offer design flexibility with high-quality construction
- Underground tanks make propane a more attractive option

The program will run through the first quarter of 2009.

ProConnect Program Benefits

As a partner in ProConnect, your company can take advantage of many important complimentary benefits and opportunities, as well as affordable, “à la carte” marketing services and resources, also provided through the ProConnect program.

Complimentary benefits and services include:

- Placement in the ProConnect Partner Directory, including company logo and description, and website link.
- Placement of your company’s special offers in ProConnect program communications.
- Access to customizable marketing templates, including advertising, direct mail, email, and marketing and sales collateral (fact sheets, Home Buyer Kits, other brochures) promoting the benefits and usage of propane and propane appliances. Contact ProConnect for à la carte pricing and options.
- Access to the ProConnect website including the Partner Directory, educational resources, case studies, and research papers.
- Invitations to ProConnect-sponsored events.
- Electronic updates from ProConnect regarding new program partners, special offers, industry events, and other updates.
- Other special offers and discounts (industry events, subscriptions, business services, etc.) as they become available).

ProConnect Program Participation

Participation in ProConnect is available on a complimentary basis to propane retailers, appliance manufacturers, equipment distributors, and factory-built housing manufacturers serving the New England market. If your company would like to participate in ProConnect and has not yet joined the program, please visit our program website and complete a [ProConnect Program Participation Form](#).

As a ProConnect partner, your company is expected to provide some level of cooperation and commitment to the program. For example, program partners might contribute water heater and/or other appliance rebate program funds, co-op advertising funds, or communication with local builders/developers. Partners will be subject to certain guidelines and reporting requirements. ProConnect will work with Individual organizations to determine their specific level of involvement, investment, and support.

General Terms of Participation

1. ProConnect Marketing Partners will be given the opportunity to participate in ProConnect and other cooperative marketing initiatives, including advertising, direct marketing, Internet marketing, sales incentives, special events, and other initiatives to be determined.
2. ProConnect is a partnership-based cooperative marketing program. Participation in ProConnect is offered on a complimentary basis to PERC and PGANE members, and appliance manufacturers, equipment distributors, and factory-built housing manufacturers, serving the New England market. Participation in ProConnect is subject to the approval of its program sponsors, the Propane Education Research Council, and the Propane Gas Association of New England, who reserve the right to deny or discontinue partnership status in the program.
3. ProConnect Marketing Partners will be promoted in various communications, including but not limited to the ProConnect program website and promotional materials, as well as specific ProConnect marketing initiatives. In addition, ProConnect Marketing Partners will receive various benefits as part of their basic program participation, including but not limited to access to customizable sales and marketing collateral, direct mail and email development and distribution, and other benefits as they are developed. Additional marketing materials and services will be available at affordable prices.
4. ProConnect Marketing Partners will provide ProConnect with necessary assets, including electronic versions of brand and product logos, taglines, fonts, photography, and other artwork for use in the ProConnect program. ProConnect Marketing Partners will have the opportunity to approve specific applications of its assets within various ProConnect marketing communications.
5. Access to ProConnect's base of opt-in propane users will be monitored by ProConnect. Marketing communications and other forms of contact to the propane user base will be done through ProConnect program channels.
6. ProConnect will be responsible for developing, executing, and providing final approval on all ProConnect program and marketing communications. Any promotion of the ProConnect program or usage of its program name, logos, or related communications is subject to ProConnect approval.
7. In certain instances, ProConnect Marketing Partners will support marketing initiatives in which they participate through various means, including funding marketing communications and/or media costs; funding rebates, discounts, incentives, or other promotional costs; providing customer, distributor and marketing channel mailing/email lists; and/or providing access to proprietary websites, and marketing and/or sales communications. In these instances, prior to the development of such a marketing initiative, a ProConnect Marketing Partner and ProConnect will agree in writing regarding the ProConnect Marketing Partner's type, degree, and timing of cooperative support, including any pre-payments or contingent liabilities (i.e., rebates).

Partner Checklist

- Provide ProConnect with company's logo and website URL ([click here](#)).
- Post the ProConnect logo and \$500 Water Heater/Central Heating System Rebate links on my company's website ([click here](#)).
- Issue a press release regarding our new partnership in ProConnect ([click here](#)).
- Schedule a ProConnect New Partner Program Orientation call to determine program participation in more detail, including:
 - o Anticipated usage of "Turnkey" Marketing Resources
 - o Special offers that my company would like to participate in or promote through the ProConnect program
- Order ProConnect sales and marketing collateral ([fact sheets](#), [Home Buyer Kits](#)).
- Initiate outbound marketing communications through ProConnect ([print ads](#), [direct mail](#), [email](#)).

For more information, visit <http://ne.ProConnectHome.com> or contact:

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